TOUR-PROVEN FACT: touring pros have proven the new Titleist gets more distance.

BUSINESS FACT: only you sell them.

Which is a whale of a statement! Because when the Touring Pros tested our new K2A Titleist on the ’68 Tour, and they became so excited with the extra distance our ball delivered . . . well, more pros than ever before immediately switched over to new K2A. Which means your club members will be looking for them in your pro shops. Which is why our ‘pro only’ policy is a great thing. Right, partner?
Watch your green grow with Blue Chip®

...Granular Form of Nitroform® Nitrogen

Compare with any other source of organic nitrogen:

**PRODUCT ADVANTAGES**

- **Slow-release** 38% guaranteed nitrogen.
- Nonleaching and odorless.
- Easy-to-use granules.
- Nonburning when used as recommended, even in summer months.
- Nourishes all turfgrasses.
- Builds a nitrogen reserve—with up to 90—95% becoming available for plant use.

**OPERATING ECONOMIES**

- Saves storage and handling with 38% N per bag.
- Cuts labor costs with fewer applications required for adequate feeding.
- Matures seedbeds, keeps turf healthy, with efficient and constant feeding.
- Puts nitrogen feeding on a dependable and predictable schedule.
Who says a clubhouse floor has to be cold, drab and slippery?

Mail coupon for free carpet sample and list of clubs using our Spikeproof Carpet.

Philadelphia Carpet Co.
Allegheny Ave. & C St.
Philadelphia, Pa. 19134

Please send a free sample of spikeproof carpet, and brochure. No obligation, of course.

Name __________________________
Club __________________________
Address _________________________
City ______ State _______________


That’s because rugged Philadelphia Jacquard woven Wiltons are made for muddy spikes. Custom woven in any colors you submit…in designs from our library (the industry’s largest) or your own designer’s creation. Hundreds of top clubs already enjoy our Spikeproof Carpet. Yours can too.

Philadelphia produces carpet in every proven fiber including wool, nylon, Fortrel® polyester, Acrylan® acrylic and Herculon® olefin.
ARTICLES

7 A Friend of the Game
A tribute to Dwight D. Eisenhower

41 Happenings, East and West By Bill Smart and Jerry Claussen
Reports on the Massachusetts State Turf Conference and the Rocky Mt. Golf Management Seminar

46 Pro Shop in the City
From practice and instruction New York City’s pro shops are branching out to offer golfers not only equipment and apparel, but a golf haven

54 The Strangling Club Cost Squeeze By Robert P. Leone
Although fixed charges, generally, are unaffected by activity at the country club, they can vary—sometimes substantially

58 Insure Your Country Club’s Intangibles By John F. Gleason, Jr.
Take a closer look at your insurance coverage. Does it cover loss of earnings in the event your clubhouse is damaged or destroyed?

62 Guardian of Golf’s Shrine By Gerry Finn
An exclusive interview with John Campbell, St. Andrews’ links supervisor, reveals some traditional and not-so-traditional views about course maintenance

68 Confessions of a Superintendent
Anonymous
Last year tremendous reader interest was generated by a series of “Confessions.” This year begins a renewal of this series

DEPARTMENTS

12 Letters to the Editor
61 Favorite Dishes of Pros
72 Literature
74 People in the News
82 Coming Events
84 News of the Industry
86 New Products
90 Classified
100 Advertisers Index

VIEWPOINTS

14 Swinging Around Golf By Herb Graffis
22 Grau’s Answers to Turf Questions By Fred V. Grau
28 Accent on Management By Ken Emerson
38 Turfgrass Research Review By Dr. James B. Beard

Cover: Courtesy of the British Travel Assn.
These Club Sox aren't just golfing partners. They're business partners. Designed for instant sales—with style golfers go for.

Come-on-strong colors and springy, long-lasting fit. Knit of Creslan acrylic, they're fully lined to better protect a golfer's woods. Great for golfers...for gifts...for prizes...from Reliable.

Creslan acrylic is a product of American Cyanamid Company, New York, N.Y.

For new catalog of golf accessories, write: Reliable of Milwaukee, Box 563, Milwaukee, Wisconsin 53201
A Friend Of The Game

History will recall the achievements of Dwight D. Eisenhower as President and General of the Army, but in future chronicles of golf he will be revered as one of the game's most influential figures in the twentieth century.

Not that Eisenhower sought to foster interest in golf—he simply loved the sport. Indeed, as President, there must have been times when he wished his enthusiasm for golf were not given such widespread publicity.

But when a man of high position adopts a particular activity for his rare leisure hours, the public generally assumes that it must be a pastime worthy of respect. This factor, combined with television's ability to display the President at work and play, stimulated interest and participation in the game by Americans of all social positions. It is to Eisenhower's credit, in great part, that the last vestiges of golf's image as a rich man's game vanished, and a golf boom was exploded that continues to reverberate.
Ride the big Goodyear balloon

It keeps golf cars from making a bad impression.

You can cut down turf damage when you equip your golf cars with Goodyear's big, easy-rolling, low-pressure Terra-Tires.

A fully loaded car with Terra-Tires exerts only about eight pounds of pressure per square inch. Walking pressure under the heel of a shoe can be as much as 24 pounds per square inch.

Get the big balloons on your course and take the pressure off.

For more information, write: Terra-Tire Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.
Take the comfortable approach... the new Westinghouse electric golf car.

Tour the course in comfort in the new Westinghouse Model 435 golf car. Its powerful traction rated 4½-hp motor flattens out the hills. You sit on extra-comfortable, full-width, adjustable cushioned seats. Clubs are safely stored in an upright rack. Steering is quick and easy, and the oversized tires hug the turf like a sports car. Starts are smooth and jerk free.

There are lots of other par-breaking features too: the body panels bolt on, for easy replacement or maintenance. You get a reliable automotive-type differential, pedal-operated service brake and handset parking brake.

This powerful little pro is as easy to take as a gimme putt. For more information, write Westinghouse Electric Corporation, Electric Vehicles Dept. 9557, Box 868, Pittsburgh, Pa. 15230.

You can be sure... if it's Westinghouse
GOOD AS GOLD—WHEN THE GREEN'S BY AGRICO

You can count on AGRICO'S Custom Tailored Greens and Fairways for a lot of thrilling "birdies" and "eagles"—and delighted members!

Is it any wonder that two out of three professional turf men prefer AGRICO.

AGRICO® Country Club Fertilizers ...

at the roots of the best turf in America!

For more information circle number 150 on card